I am definitely against this rule change. Technically, it violates the whole idea of 'cellular' service where you have a limited power transmitter that can only hit a couple 'cell receivers/transmitters' at one time. This allows the surrounding 'cells' to have someone else use the same frequency. If you go up in the air, one cell phone is going to blanket many more 'cells' therefore taking them out of service for other customers. Overall service is going to suffer. Aesthetically, I can't image a flight with the whole plane of passengers being able to yak on cell phones. Before take-off and after landing is bad enough now with everyone yakking about their personal business that you don't want to hear. I've been in a health club where a woman was on the exercise machine behind me and yakked out loud on the cell phone about her personal life for the entire half hour that I was exercising in front of her. Everyone else in the aerobic machine room could hear her and was ready to kill her.

You are already crammed on a plane like a sardine and if you have to listen to others yak incessantly next to you for a couple hours, I can imagine many more air rage incidents.